# **Introduction**

Among the most transformative innovations that the world has realized over the years is technology. Today, almost all aspects of life have been made easy by the inclusion of technology. For example, communication has been made easy by the establishment of networks and end devices that support the communication process. Similarly, learning in schools has been made easy by the development of online avenues which allow students to login in to their school portals and learn remotely hence establishing convenience. Most notably, most of these technological innovations have largely been tied to the internet and the entire World Wide Web. As such, it has become hard to define some of these technological innovations without talking about the internet.

The internet has undoubtably enabled the provision of a pool of services online. For example, today, in case an individual visits a given country and intends to spend several days in that country, such an individual may just login to the Airbnb.com platform and search for his/her desirable residence for his/her stay in that country. In most developed and developing countries, Airbnb has come to the rescue of most travelers who would earlier on have to interact with the locals to find their desirable places of stay. Globally, Airbnb has been noted to offer accommodation in over 100000 cities and 191 countries.

While the use of the Airbnb.com platform might be considered common in most countries, some countries have been left behind for various reasons. These reasons have been influenced greatly by the company’s objectives, political factors in those countries and economic factors. All the same, some of the countries which are not member countries have proved to be great arenas for the company’s operation due to their favorable nature. In this paper, we are going to look at a desirable country for marketing the Airbnb.com platform and define the factors that makes this country suitable for the introduction of this service.

# **Country Selected**

Airbnb’s mission is to create a world where each person can feel at home from any corner of the world. As such, the company does not have boundaries in the countries to invest in as long as there are enabling factors for its operation. Considering that the company operates in 191 countries out of the 195 countries globally, Airbnb has made such a huge stride in diversifying its services globally. Among the countries where Airbnb operations are restricted include Iran, Syria, Crimea and North Korea. These countries have regulations imposed on the use of the Airbnb website making operations in these countries impossible.

Although Airbnb operates in most countries globally, its popularity tends to be a little bit behind what it should really be in some countries. For example, Kenya, a country in Africa